

## ORDER



**Orders**  
**Order / Rev:** 724759  
**Alt Order #:** 06395090  
**Product Desc:** NRCC 2012 SKED 2 fLIGHT 10/26-11/6.  
**Estimate:** 3495  
**Flight Dates:** 10/26/12 - 11/06/12  
**Original Date / Rev:** 10/26/12 / 10/26/12  
**Order Type:** Political

## KPNX

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** National Media Research Planning/ PC  
**Buying Contact:**  
**Billing Contact:**  
 815 Slaters Lane  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** NRCC-IE  
**Demographic:** A25-54  
**Product Codes:** IS-Issue/Non  
**Priority:** P-5  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	6	\$3,500.00	\$2,975.00
10/29/12	11/06/12	36	\$34,200.00	\$29,070.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	6	\$3,500.00	\$2,975.00	0.00
November 2012	36	\$34,200.00	\$29,070.00	0.00
<b>Totals</b>	<b>42</b>	<b>\$37,700.00</b>	<b>\$32,045.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KPNX	10/26/12	11/02/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	----F--	:30	1	\$400.00	P-1	0.00	NM	2	\$800.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$400.00		0.00			
Week:		10/29/12	11/04/12	----F--					1	\$400.00		0.00			
2	KPNX	10/26/12	11/02/12	M-F 3-4p Ellen	CM	3-4p	----F--	:30	1	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$1,000.00		0.00			
Week:		10/29/12	11/04/12	----F--					1	\$1,000.00		0.00			
3	KPNX	10/26/12	11/02/12	M-F 4-5p 12 News EVB	CM	4-5p	----F--	:30	1	\$600.00	P-1	0.00	NM	2	\$1,200.00
12 NEWS EVB LV															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$600.00		0.00			
Week:		10/29/12	11/04/12	----F--					1	\$600.00		0.00			
5	KPNX	10/29/12	11/05/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	M-----	:30	1	\$400.00	P-1	0.00	NM	2	\$800.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$400.00		0.00			
Week:		11/05/12	11/11/12	M-----					1	\$400.00		0.00			

Order / Rev: 724759  
 Alt Order #: 06395090  
 Flight Dates: 10/26/12 - 11/06/12

Advertiser: NRCC-IE  
 Product Desc: NRCC 2012 SKED 2 fLIGHT 10/26-11/6. **KPNX**  
 Estimate: 3495

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	KPNX	10/29/12	10/29/12	M-F 3-4p Ellen	CM	3-4p	M-----	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
ELLEN RR TO \$900 PER MIKE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$900.00		0.00			
7	KPNX	10/29/12	11/05/12	M-F 4-5p 12 News EVB	CM	4-5p	M-----	:30	1	\$600.00	P-1	0.00	NM	2	\$1,200.00
12 NEWS EVB LV															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$600.00		0.00			
Week:		11/05/12	11/11/12	M-----					1	\$600.00		0.00			
8	KPNX	10/29/12	11/05/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	M-----	:30	2	\$1,200.00	P-1	0.00	NM	3	\$3,600.00
COMMENTS APPLY TO SUB LINES A THRU B TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$1,200.00		0.00			
Week:		11/05/12	11/11/12	M-----					2	\$1,200.00		0.00			
9	KPNX	11/03/12	11/03/12	Saturday Night Live Saturday Night Live	CM	1030p-1205a (10:30 PM-12:00 XM)	-----S-	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
SAT NITE LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$3,000.00		0.00			
10	KPNX	11/03/12	11/03/12	Notre Dame Football Notre Dame Football	CM	Various	-----S-	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
NCAAF: ND VS PITT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					2	\$1,000.00		0.00			
11	KPNX	10/27/12	11/03/12	SAT TDY NBC Today Show	CM	Saturday Today	-----S-	:30	2	\$500.00	P-1	0.00	NM	4	\$2,000.00
12 NWS WK TDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					2	\$500.00		0.00			
Week:		10/29/12	11/04/12	-----S-					2	\$500.00		0.00			
12	KPNX	10/28/12	11/04/12	SUN TDY NBC Today Show (Su)	CM	5-9a	-----S	:30	2	\$500.00	P-1	0.00	NM	3	\$1,500.00
COMMENTS APPLY TO SUB LINES A THRU B SUN TODAY-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$500.00		0.00			
Week:		10/29/12	11/04/12	-----S					2	\$500.00		0.00			
14	KPNX	11/01/12	11/01/12	M-F 3-4p Ellen	CM	3-4p	---T---	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---					1	\$1,000.00		0.00			
15	KPNX	11/01/12	11/01/12	M-F 4-5p 12 News EVB	CM	4-5p	---T---	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
12 NEWS EVB LV															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---					1	\$600.00		0.00			
16	KPNX	11/01/12	11/01/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	---T---	:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---					2	\$1,200.00		0.00			
17	KPNX	10/30/12	10/30/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	-T-----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$400.00		0.00			
18	KPNX	10/30/12	10/30/12		CM	3-4p	-T-----	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00

Order / Rev: 724759  
 Alt Order #: 06395090  
 Flight Dates: 10/26/12 - 11/06/12

Advertiser: NRCC-IE  
 Product Desc: NRCC 2012 SKED 2 fLIGHT 10/26-11/6. **KPNX**  
 Estimate: 3495

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 3-4p Ellen ELLEN <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12  11/04/12    -T-----          1  \$1,000.00    0.00															
19	KPNX	10/30/12	10/30/12	M-F 4-5p 12 News EVB	CM	4-5p	-T-----	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
12 NEWS EVB LV <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12  11/04/12    -T-----          1  \$600.00    0.00															
20	KPNX	10/30/12	11/06/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	-T-----	:30	2	\$1,200.00	P-1	0.00	NM	4	\$4,800.00
TODAY SHW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12  11/04/12    -T-----          2  \$1,200.00    0.00 Week: 11/05/12  11/11/12    -T-----          2  \$1,200.00    0.00															
21	KPNX	10/31/12	10/31/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	--W----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
MILLIONAIRE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12  11/04/12    --W----          1  \$400.00    0.00															
22	KPNX	10/31/12	10/31/12	M-F 3-4p Ellen	CM	3-4p	--W----	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
ELLEN <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12  11/04/12    --W----          1  \$1,000.00    0.00															
23	KPNX	10/31/12	10/31/12	M-F 4-5p 12 News EVB	CM	4-5p	--W----	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
12 NEWS EVB LV <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12  11/04/12    --W----          1  \$600.00    0.00															
24	KPNX	10/31/12	10/31/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	--W----	:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
TODAY SHW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12  11/04/12    --W----          2  \$1,200.00    0.00															
25	KPNX	10/29/12	11/04/12	12 News 10pm M-SU 12 News 10 pm M-Su	CM	10-1035p	MTWTFSS	:30	1	\$2,500.00	P-1	0.00	NM	1	\$2,500.00
ADDED FOR REVISION SHORTS ON ORIGINAL ORDER. <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12  11/04/12    MTWTFSS          1  \$2,500.00    0.00															
26	KPNX	11/05/12	11/05/12	M-F 3-4p Ellen	CM	3-4p	M-----	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
ELLEN RR TO \$900 PER MIKE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12  11/11/12    M-----          1  \$1,000.00    0.00															
													Totals	42	\$37,700.00

\*Tax 1 Note: Tax 0.5%.